

State Complete Count Committee



LESSONS LEARNED 2000

Background & Appointment



- June 1999: Governor Mel Carnahan appointed statewide committee.
 - Secretary of State Becky Cook was named a chairperson
- August 1999: 1st meeting – subcommittees established
- January 2000: committee requested an emergency appropriation in 2000 to aid in advertising campaign
- February 2000: request approved

Missouri Specific Activities

- Media Campaign
- Training Local Complete Count Committees
- Special Publications
- Presentations

- Outreach to Special Populations
- Outreach to Missouri Schools
- Additional Outreach & Promotions Activities

Census 2000 Survey



- SOS office generated a survey
- Components included feedback on:
 - Promotion
 - Hiring efforts
 - Operations
- Distributed to:
 - Local Complete Count Committess;
 - Librarians;
 - Religious Leaders; and
 - Others

Looking Ahead 2010



- Media Campaign
 - Greatest disappointment – lack of communication
- Promotional information
 - Extremely valuable component
- Partnership Specialists
- In-Kind Funding
- College Campuses

Additional Thoughts



- **Start Early!!!!**